Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-31. (Cancelled)

32. (Currently amended)   A method of enabling entry to a competition by an entrant via machine-readable coded data on an entry form, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system;

~~A method according to claim 1, including the steps, performed in a computer system, of:~~

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information ~~from the competition administrator~~ addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

33. (Cancelled)

34. (Currently amended)   A method of enabling entry to a competition via machine-readable coded data on an entry form, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data ~~A method according to claim 1, the method comprising the steps, performed in a computer system, of:~~

~~(a)   receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data~~ enabling identification of ~~the~~ an application and capture of competition enrty;

~~(b)~~ transmitting information based on at least some of the interaction data to the application; ~~and~~

~~(c)~~ enabling transmission of up to a predetermined number of electronic messages from the application to the user~~.~~; and

transmitting the competition entry to a competition administrator.

35-37. (Cancelled)

38. (Currently amended)   A method of enabling entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

~~A method according to claim 1, the method including the steps, performed in a computer system, of:~~

receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

39. (Cancelled)